CALL FOR PRESENTATIONS
IALD ENLIGHTEN EUROPE 2018
7-9 NOVEMBER 2018

CALL FOR PRESENTATIONS
The International Association of Lighting Designers (IALD) is seeking experts to present at Enlighten Europe 2018. Enlighten Europe will be held on 7-9 November 2018 at the Pullman Barcelona Skipper in Barcelona, Spain. Presentations will be accepted online at https://ialdenlighteneurope2018cfp.hubb.me/ (this URL is case sensitive).

LOCATION
Barcelona is the largest metropolis on the Mediterranean Sea, located on the coast between the mouths of two rivers and bounded to the west by the Serra de Collserola mountain range. Founded as a Roman city, Barcelona has a rich cultural heritage and is known for its art and architecture. You'll find everything from the fantastical Sagrada Família church and other modernist landmarks designed by Antoni Gaudí to museums dedicated to Joan Miró and Picasso, to name a few.

Stroll the Eixample district, which showcases some of Barcelona's most distinctive Catalan art-nouveau, or modernista buildings, walk the palm-lined waterfront promenade, taste traditional Catalan dishes, enjoy good conversation over tapas or visit the Gothic quarter in the center of the old city of Barcelona. You can spend weeks in Barcelona and not run out of things to do.

AGENDA
The two-day Enlighten Europe 2018 conference will follow a three-track system, featuring courses in the Art, Technology and Professional Tools Tracks.

ART TRACK: COMMUNICATING DESIGN AND THE ARTISTIC/CREATIVE SIDE OF LIGHTING DESIGN
- What are the sources of inspiration in the artistic medium of architectural lighting design?
- What key elements in the artistic process lead to successful execution of architectural lighting design projects?
- How can the poetics of lighting design survive in today’s restrictive environment of light and energy regulation?
- What are some current and future artistic trends that are impacting the architectural lighting design process?
- How do you inspire your collaborators and clients with light?
- How do you create beautiful renderings or compelling visuals?
- What are some of the latest technologies for conveying light?
- What inspires you?
TECHNOLOGY TRACK: SHAPING THE FUTURE / LATEST RESEARCH
- What technological challenges will impact lighting designers related to sources, fixtures, controls and software?
- What cutting edge technologies exist that can be applied to practical lighting applications?
- Where will the need to apply new technologies come from – the desire to innovate design or the desire to meet codes?
- What are the latest developments and trends?
- How might alternative energy sources, like solar power, impact our work as designers?
- How do you ensure your lighting system works?
- How do you test a dimmer and light source?
- What do specifiers need to know about ___________________ (fill in the blank)?
- Some potential topics suggested by attendees at Enlighten Europe 2016 are:
  - Lighting Master Plans
  - Light Pollution
  - Case Studies with Lessons Learned
  - Daylighting and Daylight Simulation
  - The Future of Media Façade
  - Interactive lighting
  - Theory-based Ideas and the Latest Research

PROFESSIONAL TOOLS TRACK: THE BUSINESS AND OPERATIONAL SIDE OF ARCHITECTURAL LIGHTING DESIGN
- What are the key factors/challenges in running a successful lighting design practice?
- How will technology enable creative staffing and how can lighting designers more effectively manage a mobile staff?
- What role will/does social media play in the lighting design business and how can it be leveraged?
- How can a lighting design business grow in a rapidly changing economy? What are the trends impacting the lighting design profession and how do they affect a successful business?
- What office management tools do you use?
- How can a lighting designer ensure that staff has the social, presentation and client management skills needed to make a business successful?
- Contract negotiations, budgeting, marketing, hiring, firing, employee benefits, building a team – what are key tools to use in each of these fundamental areas?
- How to make your own promotional videos or marketing materials.
WORKSHOPS
IALD is also looking for proposals for two hands-on workshops: a STUDENT WORKSHOP (1.5 hours in length) and an ADVANCED workshop for Senior Lighting Designers (2-4 hours in length). Session proposals must include hands-on activities.

Past successful workshops have included assessing lighting measurement tools and crafting human-centered spaces. Future potential topics could include:

- Film making for your process or practice
- Understanding controls
- Optical design and implementation
- IoT (Internet of Things)
- 3D printing in the design process

SESSION FORMATS
IALD encourages submission of sessions including lectures, group discussions, panels, workshops, breakouts and much more. Share as many details about your proposed format as possible in your proposal to allow the Content Advisory Group to determine the best time slot for your session.

PLEASE NOTE: Enlighten Europe is a no product show. Speakers cannot promote one product line over another or demonstrate with equipment from just one manufacturer.

SUBMITTAL DETAILS AND REQUIREMENTS
The IALD Enlighten Europe conference is intended to challenge traditional thought, identify trends/current pressures and motivate attendees to think “outside the box.” Seminars and workshops should be aimed at an experienced/advanced level. The audience will include lighting specifiers, lighting manufacturers and representatives, as well as architects, interior designers, educators and students.

SESSION LENGTH
Speakers may submit sessions for 30, 60 or 90 minutes or for the longer workshops. Attendees respond positively to mixed-type and interactive formats, where they can be involved in the discussion. Sessions must include time for questions and answers. All 90-minute or longer sessions must include some type of interactivity such as hands-on activities, small group discussion, etc.

SUBMITTAL AND ACCEPTANCE
To be considered as an Enlighten Europe 2018 speaker, you must submit your proposal to the IALD by 2 January 2018.

SPEAKER COMPENSATION
Each speaker will receive the following:

- Seminar, one speaker: €500 Euro honorarium
- Seminar, two or more speakers: €300 Euro honorarium each
Economy-class travel to the conference up to a pre-agreed amount per speaker
One full-conference registration per speaker

If accepted as a speaker for Enlighten Europe 2018, you will agree to provide an electronic copy of your complete presentation no later than 15 September 2018 for inclusion in the conference proceedings materials.

**PROPOSALS WILL BE ACCEPTED ONLINE ONLY.**
**PROPOSALS MUST BE SUBMITTED BY 2 JANUARY 2018.**

**QUESTIONS**
If you have any questions, please contact Theresa Nissen, IALD Director of Training + Professional Development, at the IALD headquarters office by calling + 1 312 527 3677 or by sending an email to theresa@iald.org.
CALL FOR PRESENTATIONS SUBMITTAL FORM

PRESENTATION PROPOSAL
A separate form must be submitted for each individual presentation/topic.

1. **Title of Presentation:** (64 characters maximum, including spaces and punctuation)
   Provide a clear, concise title that accurately reflects the session’s content. The IALD reserves the right to edit presentation titles.

2. **Session abstract/description.** (300 words maximum)
   This abstract should specify how the content of the session:
   (a) benefits those who will attend,
   (b) enables attendees to improve their careers, practices, the profession and
   (c) expands attendees’ perspectives, challenges their thinking and promotes a productive exchange of ideas.
   The IALD reserves the right to edit session descriptions.

3. **Learning objectives.** (25 words maximum for each objective)
   Using **action verbs**, provide **four** learning objectives for session participants. Participants should be able to measurably perform these objectives after the session. For example:
   - After this session, participants will be able to **identify** W process for…
   - After this session, participants will be able to **describe** X principles…
   - After this session, participants will be able to **utilize** Y skills…
   - After this session, participants will be able to **evaluate** Z criteria…

   The IALD reserves the right to edit learning objectives for length and clarity, and to meet course approval requirements for those seeking continuing education credits (e.g. AIA, NCQLP, etc.)

   PLEASE LIST THE FOUR (4) LEARNING OBJECTIVES THAT WILL BE COVERED IN YOUR PRESENTATION.
LEARNING OBJECTIVE 1

_____________________________________________________________________________________

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LEARNING OBJECTIVE 2

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LEARNING OBJECTIVE 3

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LEARNING OBJECTIVE 4

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4. **Delivery method** (please check as many as you plan to use — *if you select more than one, describe in the Comment section how you plan to split up the delivery methods)*:

☐ **GROUP DISCUSSION**
  a. Conversations are facilitated with thought-provoking questions
  b. Leader presents full audience with goals and thought-provoking questions that are then discussed in small groups. Each group identifies a spokesperson
  c. Leader involves spokesperson in reporting back key discussion points
  d. Much of session allows for attendee engagement but leader should have discussion topics and examples prepared in advance to spark conversation and thought

☐ **TRADITIONAL**
  a. Formal presentation by the content leader
  b. Content leader will ensure time for Q+A and interactive discussion

☐ **PANEL SESSION**
  a. Session explores an issue or theme from several different perspectives
  b. Session is typically split into two 45-minute segments for two presenters or three 30-minute segments for three presenters
  c. Formal presentation from each content leader allowing time for conversation and questions from attendees
d. Content leaders are to coordinate their presentations to provide a clear connection with each other around the central theme

e. It is often helpful to have a moderator to coordinate the group

f. Panel sessions are limited to a maximum of four presenters (or three presenters and a moderator)

☐ CASE STUDY

a. Case Study is to illustrate an issue that is current, complicated and does not necessarily have clearly defined answers or outcomes

b. Presenting only project images, the story of what transpired and/or using this as an opportunity to showcase work is not acceptable

c. Attendees are to learn what factors were considered when critical decisions were made, what key information was either obtained or overlooked, what mistakes were made, what problems were overcome and what lessons were learned, and what the applicability is for their work and businesses.

☐ STUDENT WORKSHOP (1.5 hours in length)

a. Workshop should be targeted towards students. Think back to when you were first starting out as a lighting designer and what you know now that you wished you knew then. Share this wisdom with the students

b. Workshop can include lecture and/or group discussion, however, the majority of time should be a hands-on activity

☐ ADVANCED WORKSHOP (2 – 4 hours in length)

a. Workshop is to address an issue that is current, complicated and does not necessarily have clearly defined answers or outcomes

b. Workshop can include lecture and/or group discussion; however, the majority of time should be a hands-on activity.

COMMENTS:

5. AV/Special Equipment needs. Please provide a description of any special equipment or set-up required for your presentation (250 words maximum)

_____________________________________________________________________________________

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PRESENTERS Provide information on each presenter involved in the presentation. No more than 4 individuals on panel discussions.

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Title:
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1. **Track** (please check one)
   - Art
   - Technology
   - Professional Tools
   - Advanced Workshop
   - Student Workshop

2. **Session length** – Please select one

3. □ 30-minute mini session: Quick informative overview of a topic
   - □ 60-minute session: 45 minutes of presentation with 15 minutes for questions
   - □ 90-minute workshops: Must include breakout discussions and/or hands-on activities
   - □ Advanced workshop (2 - 4 hours in length) Must include hands-on activities
   - □ Student workshop (90 minutes in length)

4. Please upload a full CV of each speaker, including past presentation history and expertise on the presentation topic.

5. Please upload a headshot
6. Please list references from two (2) different organizations for which you have been a speaker, preferably within the last two (2) years:

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